
Customer Focus Strategic Focus Area

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Customer Focus: Strategic Goal and Purpose

Increase NIST's impact through better understanding of customer needs and market trends, strengthened relationships with customers and stakeholders, and strategic partnerships

Key Components of a CF Organization...

- ✧ Involved and Committed Leadership
- ✧ Strong Strategic Direction and Customer Relationships
- ✧ Knowledge of the Customer: Collecting and Using Customer Data
- ✧ Building and Deploying CF into Work Systems and Processes
- ✧ Measures and Metrics

...Translate Directly into Strategies

- ✱ Leadership commitment and involvement
 - » Formation of Council
- ✱ Customer input into strategic direction, implementation, and evaluation
 - » Marketing Research Plan
- ✱ Build and manage customer relationships
 - » Strategic Alliances
- ✱ Collect and use customer data to support decision making
 - » Datailes
- ✱ Build customer focus into work systems and processes

Customer Focus: Anticipated Impact

- ✧ Improvements in customer satisfaction levels and value ratings
- ✧ Continued and more systematic alignment of NIST work with customer needs, especially in new areas of work; optimal use of resources
- ✧ New and more productive relationships with universities and other strategic partners
- ✧ Increased stakeholder support
- ✧ Benchmarked and continuous improvement using Baldrige criteria and best practices in cognate organizations